

Sheridan

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Advertising and Marketing Communications – Management

Ontario College Advanced Diploma | 3 years
Hazel McCallion Campus (Mississauga)



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**Master multimedia communications
for career success in the digital age.**

Develop breakthrough advertising with real-world experience

- Identify lucrative target audiences and develop integrated media plans to reach them.
- Uncover consumer insights and create dynamic social media strategies and content.
- Harness digital tools to develop big ideas, taglines and landing pages.
- Calculate campaign costs and interpret digital analytics.
- Discover trends, learn about relevant laws and consider ethical implications.

Harness digital tools and software solutions

- Use industry leading technology platforms and cloud-based software to create and deploy campaigns.
- Master prompting techniques for Generative AI and bring your ideas to life using graphic design apps and tools.
- Manage and organize content using CRM systems and use cross-platform media measurement tools to find your audiences.
- Get real-world experience!

Stand out from the crowd with real-life work experience

Create and pitch an integrated multimedia campaign to a real-world industry client under the mentorship of experienced professors. You'll work with a group of peers to create your idea, develop your media plan and pitch a big idea with your creative content, just as you would working in a real-life advertising agency. Graduating with this kind of experience will help you stand out from the crowd.

Career opportunities

Your future in advertising and communications management starts at Sheridan! Graduates from this three-year program are known for their exceptional multimedia communication abilities, but also their management skills and behaviours like leadership, teamwork, growth mindset, numeracy, critical thinking and managing in high-pressure environments.

Here are some jobs you might find:

- Client Account Coordinator
- Social Media Manager
- Digital Content Manager
- Multimedia Buyer/Planner
- Data and Analytics Specialist
- Multimedia Campaign Coordinator/Manager
- Content Creator/Influencer
- Digital Media Sales Representative

Courses

Some of the courses you can expect to take in your program

- Advertising Metrics
- Capstone: Integrated Client Initiative
- Consumer Research & Planning
- Digital Strategy and Social Media
- Professional Advertising Practices
- Strategic Media Planning

Fees

Fees displayed are for the first 2 academic semesters and include tuition, health insurance and ancillary charges. These are estimates only; subject to change. See website for details.

For Canadian students

- \$4,647.99 CAD

For international students

- \$19,158.99 CAD

Admission requirements

Program eligibility

Ontario Secondary School Diploma or equivalent, including these required courses:

- One English, Grade 12 (ENG4C or ENG4U)
- or
- Mature student status.

Applicant selection

Eligible applicants are selected on the basis of previous academic achievement (the average of their six highest senior-level credits, including required courses).

Applicants who do not meet the admission requirements for this program may be advised individually regarding other related programs.

*Course duration for September starts is two academic years. Course duration for January starts is 16 months continuous.

English language proficiency

All applicants whose first language is not English must meet Sheridan's English Proficiency Requirements.

Refer to the website for full admission requirements.

How to apply:

5 easy steps

- 1 Find your program
- 2 Check the admission requirements
- 3 Apply online
- 4 Submit your documentation
- 5 Accept your offer

Ready to get started?

sheridancollege.ca/apply



International students

Find out more about...

- Post-graduation work permit (PGWP) eligibility
- Admission requirements
- English language proficiency requirements
- Fees and financial aid
- Provincial Attestation Letters (PALs)

sheridancollege.ca/international